



U.S. Army 2005 MWR Leisure Needs Survey Results

Camp Zama Japan

BRIEFING OUTLINE

Camp Zama

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,256 surveys were distributed at Camp Zama



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Camp Zama:					
Active Duty	735	735	146	19.86%	±7.26%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	651	521	109	20.92%	±8.56%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	1,386	1,256	255	20.30%	±5.54%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

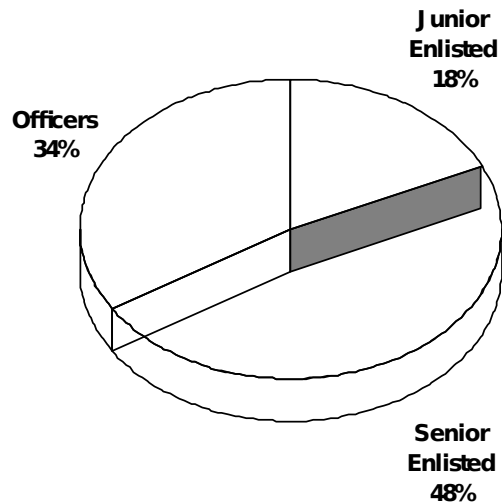
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

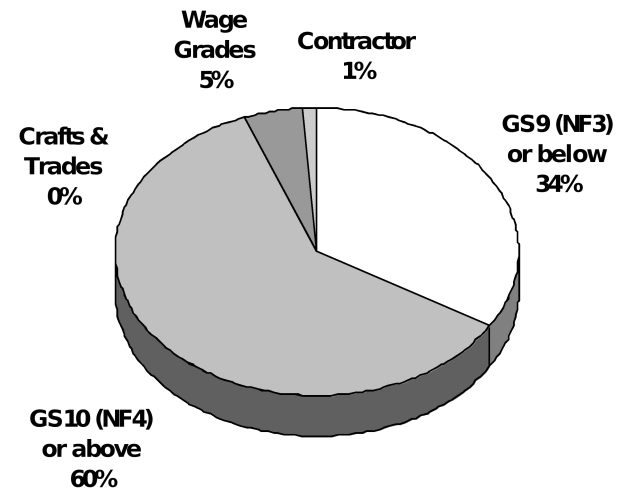
ACTIVE DUTY

(n = 143)



CIVILIANS

(n = 107)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT CAMP ZAMA

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	82%
Library	74%
Golf Course Food & Beverage	69%
Bowling Food & Beverage	63%
Outdoor Recreation Center	62%

LEAST FREQUENTLY USED FACILITIES

BOSS	8%
School Age Services	11%
Cabins & Campgrounds	13%
Bowling Pro Shop	14%
Child Development Center	16%

MWR PROGRAMS & FACILITIES: SATISFACTION AT CAMP ZAMA*

Camp Zama

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.52
Army Lodging	4.49
Swimming Pool	4.47
School Age Services	4.39
Youth Center	4.38

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Child Development Center	3.46
BOSS	3.85
Cabins & Campgrounds	3.86
Arts & Crafts Center	4.01
Multipurpose Sports/Tennis Courts	4.06

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT CAMP ZAMA*

Camp Zama

FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.48
Swimming Pool	4.48
Army Lodging	4.42
School Age Services	4.42
Youth Center	4.39

FACILITIES WITH LOWEST QUALITY RATINGS*

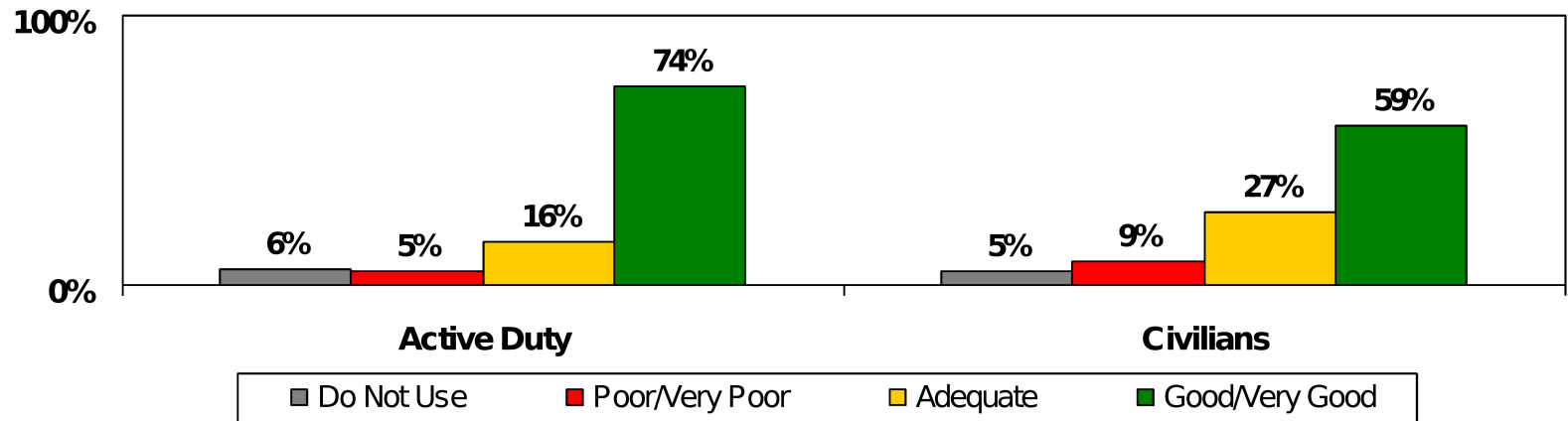
BOSS	3.69
Arts & Crafts Center	3.73
Child Development Center	3.82
ITR - Commercial Travel Agency	3.90
Multipurpose Sports/Tennis Courts	3.96

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

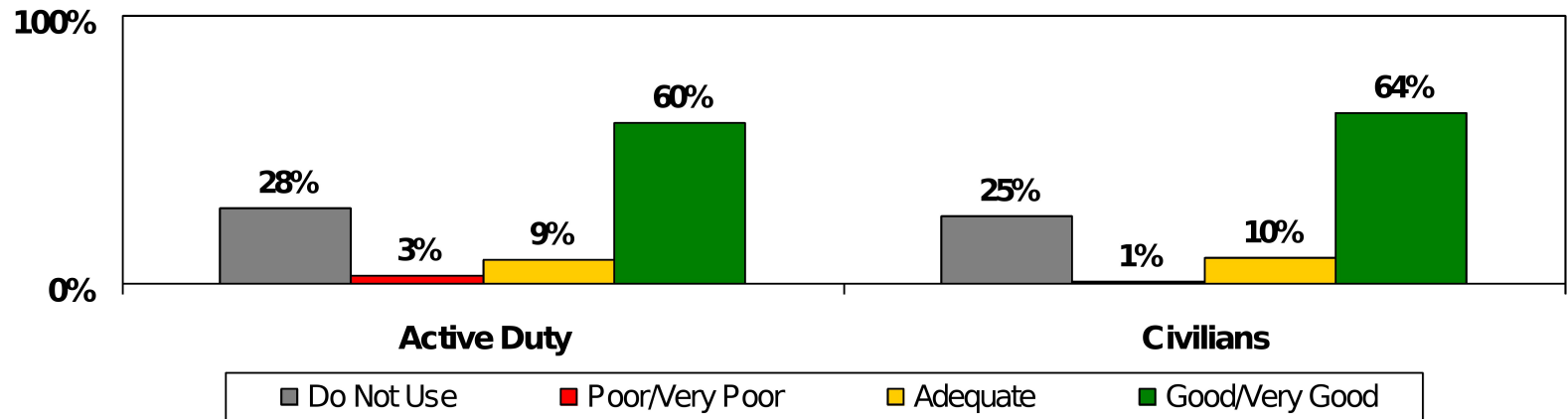
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Camp Zama

Quality of On-Post Services



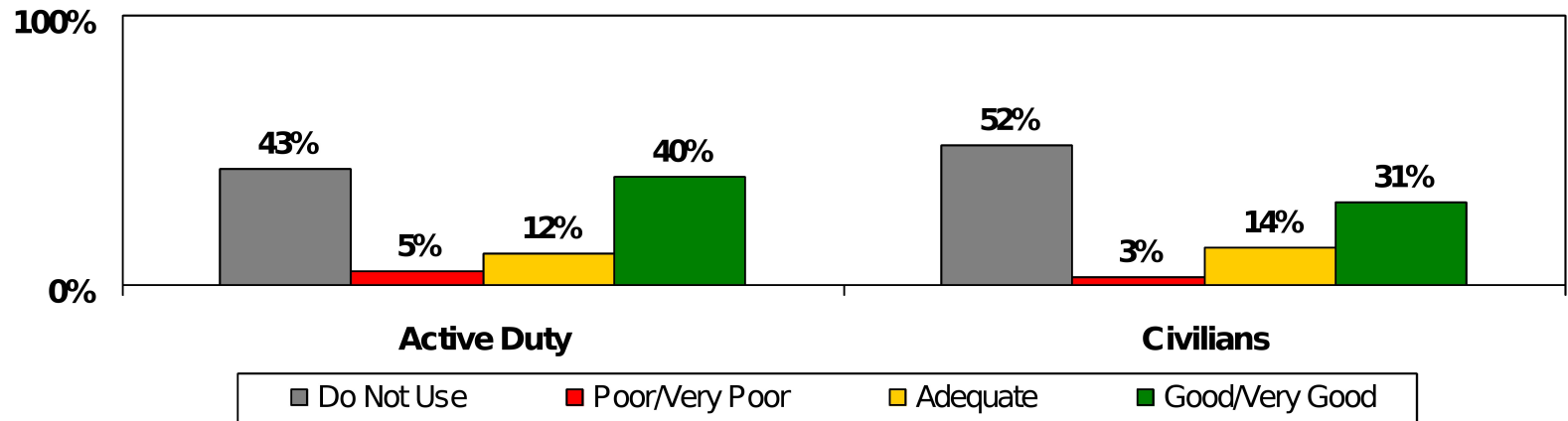
Quality of Off-Post Services



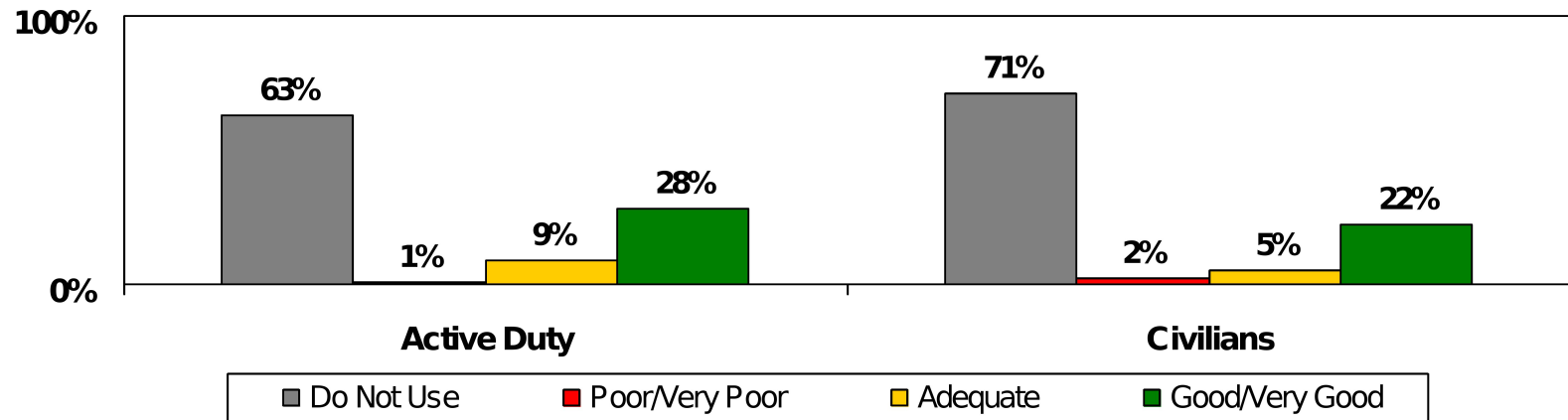
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Camp Zama

Quality of On-Post Services



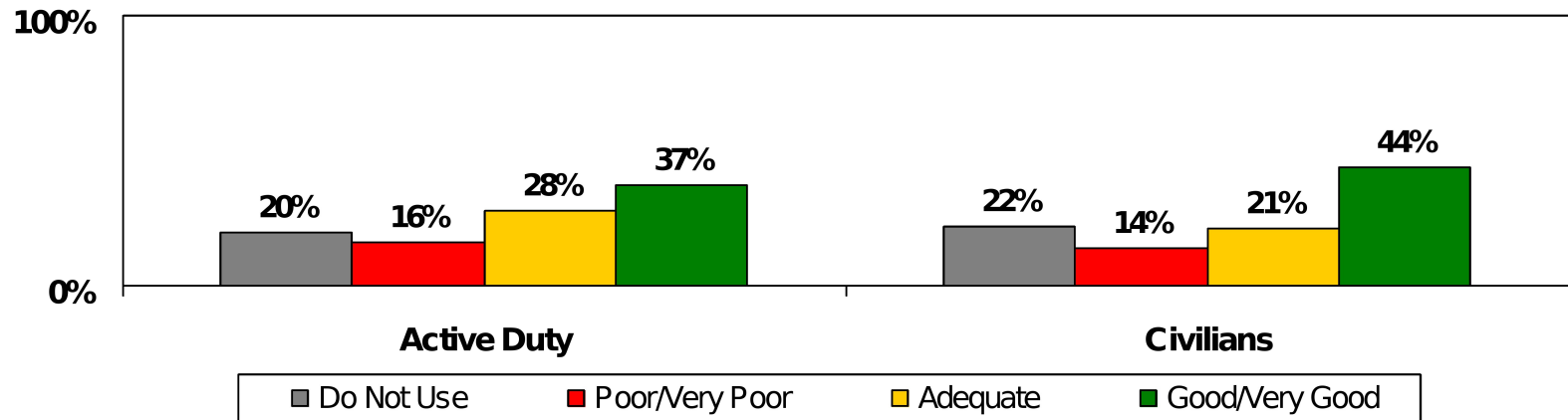
Quality of Off-Post Services



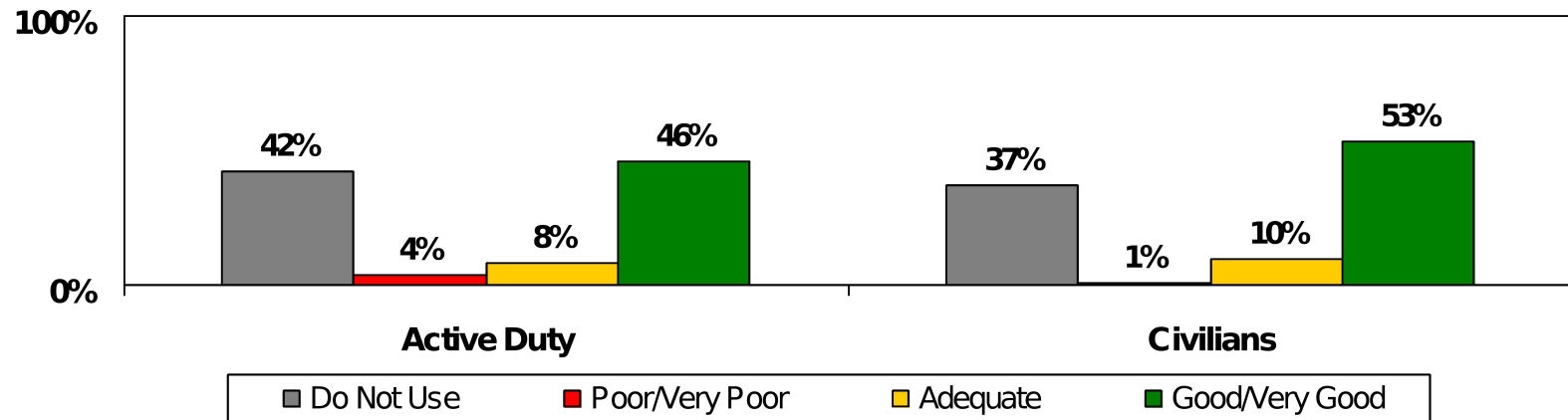
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

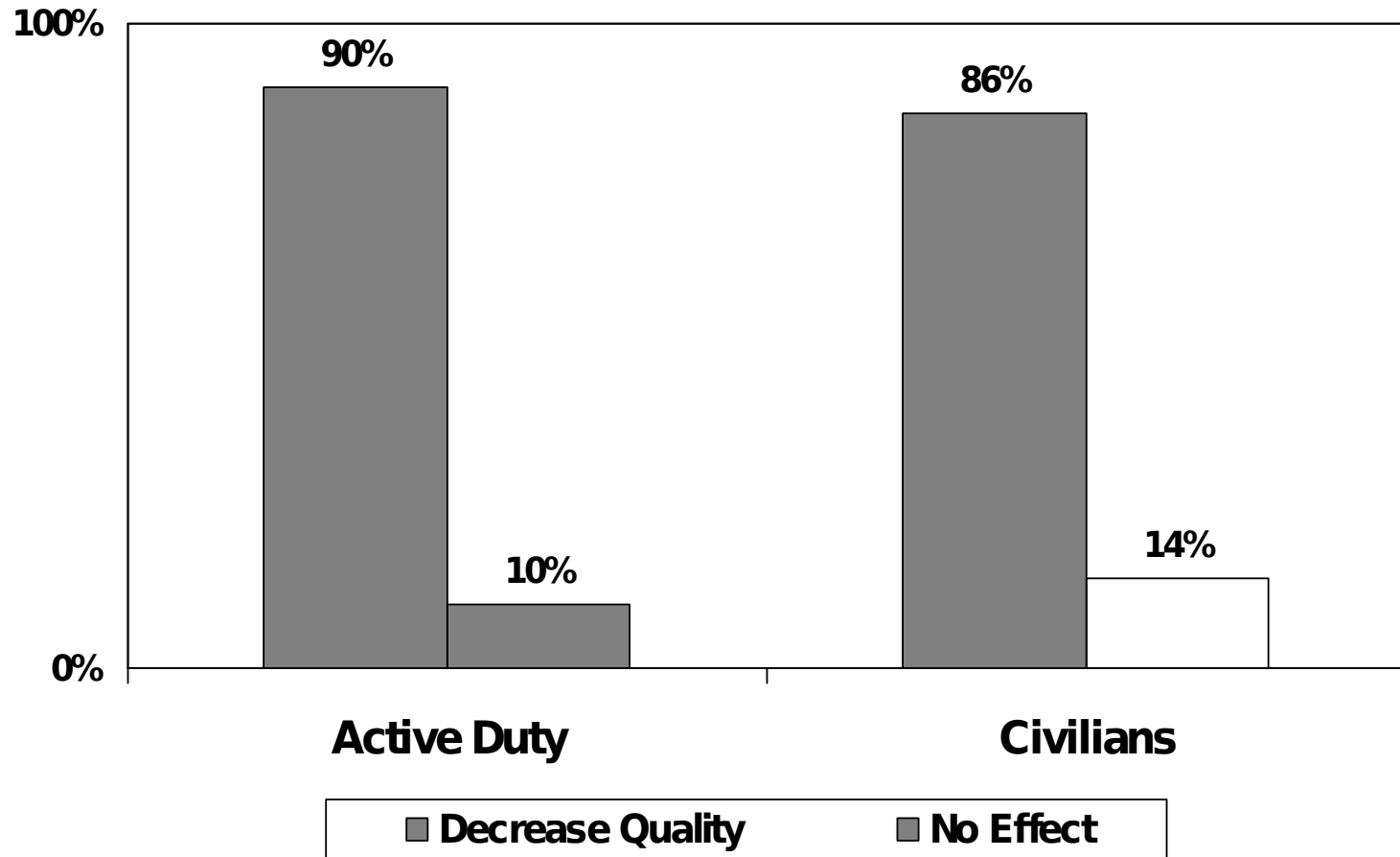


Quality of Off-Post Services



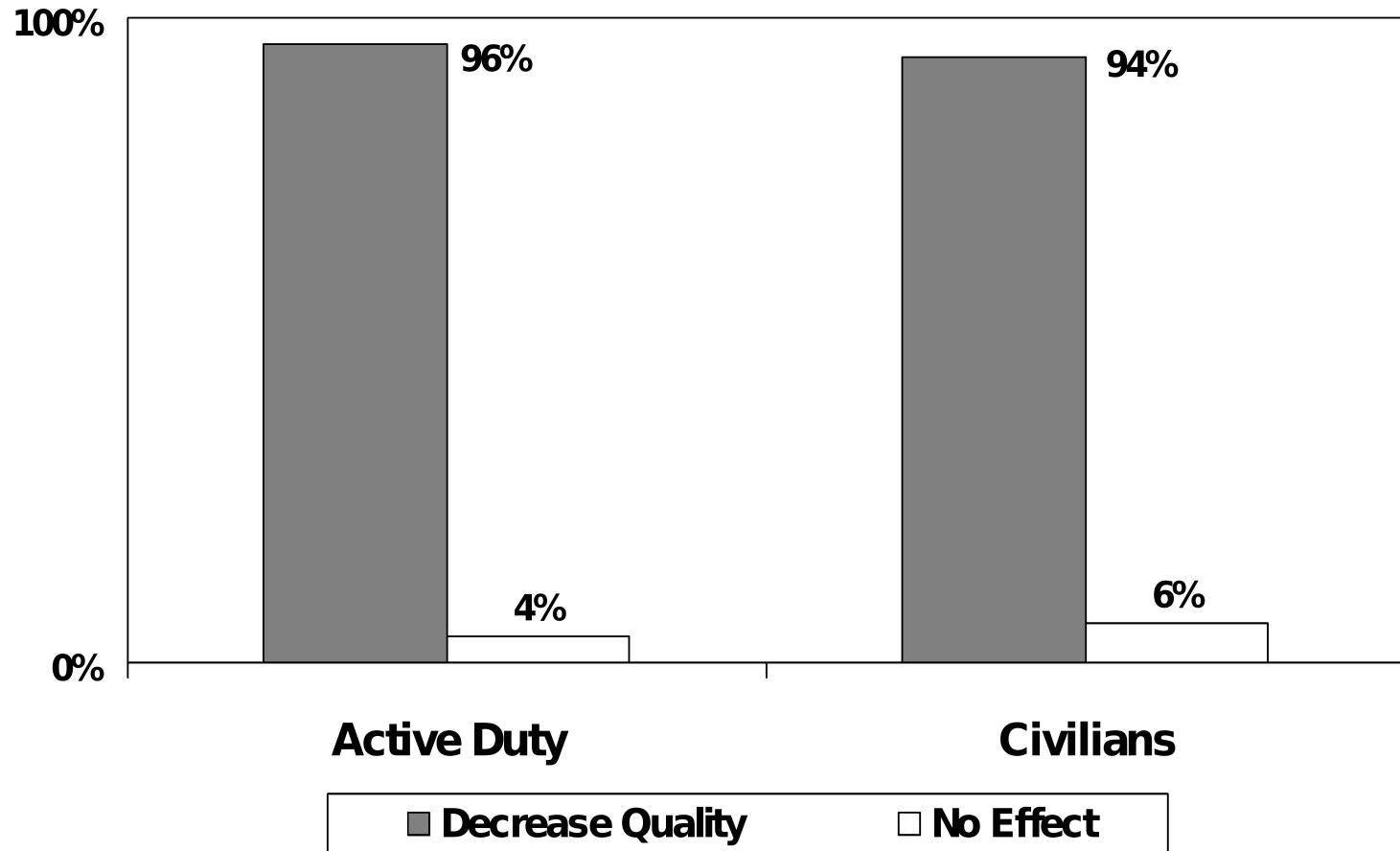
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	82%
Army Lodging	76%
Library	70%
Child Development Center	45%
Youth Center	41%
Swimming Pool	40%
Outdoor Recreation Center	37%

RV Park	86%
Cabins & Campgrounds	59%
Bowling Pro Shop	50%
Car Wash	44%
Golf Course Pro Shop	44%
Arts & Crafts Center	42%
Multipurpose Sports/Tennis Courts	37%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	23%	19%	21%
E-mail	27%	26%	27%
Friends and neighbors	56%	52%	54%
Family Readiness Groups (FRGs)	11%	5%	8%
Bulletin boards on post	45%	41%	43%
Post newspaper	69%	69%	69%
MWR publications	65%	78%	71%
Radio	33%	40%	36%
Television	53%	50%	51%
My child(ren) let(s) me know	8%	10%	9%
Other unit members or co-workers	42%	40%	41%
Unit or post commander or supervisor	22%	9%	16%
Marquees/billboards	22%	43%	32%
Flyers	42%	44%	42%
Other	2%	3%	2%
I never hear anything	1%	0%	1%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	89%
Better Opportunities for Single Soldiers	56%
Army Community Service	61%
MWR Programs and Services	88%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	60%	94%	6%
Outreach programs	54%	79%	21%
Family Readiness Groups	75%	78%	22%
Relocation Readiness Program	75%	86%	14%
Family Advocacy Program	76%	78%	22%
Crisis intervention	52%	75%	25%
Money management classes, budgeting assistance	69%	73%	27%
Financial counseling, including tax assistance	69%	82%	18%
Consumer information	35%	79%	21%
Employment Readiness Program	49%	84%	16%
Foster child care	23%	73%	27%
Exceptional Family Member Program	68%	71%	29%
Army Family Team Building	63%	76%	24%
Army Family Action Plan	55%	76%	24%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	45%
Personal job performance/readiness	44%
Unit cohesion and teamwork	47%
Unit readiness	52%
Relationship with my spouse	41%
Relationship with my children	44%
My family's adjustment to Army life	44%
Family preparedness for deployments	49%
Ability to manage my finances	39%
Feeling that I am part of the military community	46%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	82%
Helps minimize lost duty/work time due to lack of child care/youth services	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	72%
Allows me to work outside my home	81%
Allows me to work at home	65%
Offers me an employment opportunity within the CYS program	65%
Allows me/my spouse to better concentrate on my/our job(s)	82%
Provides positive growth and development opportunities for my children	81%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	39%
Personal job performance/readiness	48%
Unit cohesion and teamwork	44%
Unit readiness	38%
Ability to manage my finances	39%
Feeling that I am part of the military community	45%
Relationship with my children (single parents)	39%
My family's adjustment to Army life (single parents)	41%
Family preparedness for deployments (single parents)	41%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Internet access/applications (home)	64%
Entertaining guests at home	63%
Reading	61%
Multimedia (videos, DVDs, CDs)	58%
Internet access (library)	57%
Reference/research services	50%
Study/self-development	47%
Night clubs/lounges	46%
Happy hour/social hour	40%
Digital photography	37%

Top 5 for Active Duty

Entertaining guests at home	64%
Internet access/applications (home)	63%
Internet access (library)	62%
Reading	59%
Multimedia (videos, DVDs, CDs)	57%

Top 5 for Civilians

Internet access/applications (home)	65%
Reading	64%
Entertaining guests at home	62%
Multimedia (videos, DVDs, CDs)	59%
Reference/research services	54%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	22%
Volleyball	22%
Basketball	16%
Self-directed sports tournaments	15%
Soccer	10%

Outdoor Recreation

Picnicking	31%
Going to beaches/lakes	24%
Camping/hiking/backpacking	20%
Snow skiing/snowboarding	20%
Bicycle riding/mountain biking	18%

Social

Entertaining guests at home	63%
Night clubs/lounges	46%
Happy hour/social hour	40%
Special family events	34%
Dancing	31%

Sports and Fitness

Walking	27%
Cardiovascular equipment	25%
Weight/strength training	23%
Running/jogging	23%
Bowling	19%

Entertainment

Festivals/events	35%
Watching TV, videotapes, and DVDs	33%
Going to movie theaters	24%
Attending sports events	21%
Live entertainment	21%

Special Interests

Internet access/applications (home)	64%
Digital photography	37%
Trips/touring	36%
Automotive detailing/washing	35%
Automotive maintenance & repair	34%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	61%	N/A	61%
Multimedia (videos, DVDs, CDs)	58%	N/A	58%
Internet access (library)	57%	N/A	57%
Entertaining guests at home	53%	10%	63%
Reference/research services	50%	N/A	50%
Study/self-development	47%	N/A	47%
Automotive detailing/washing	30%	1%	35%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

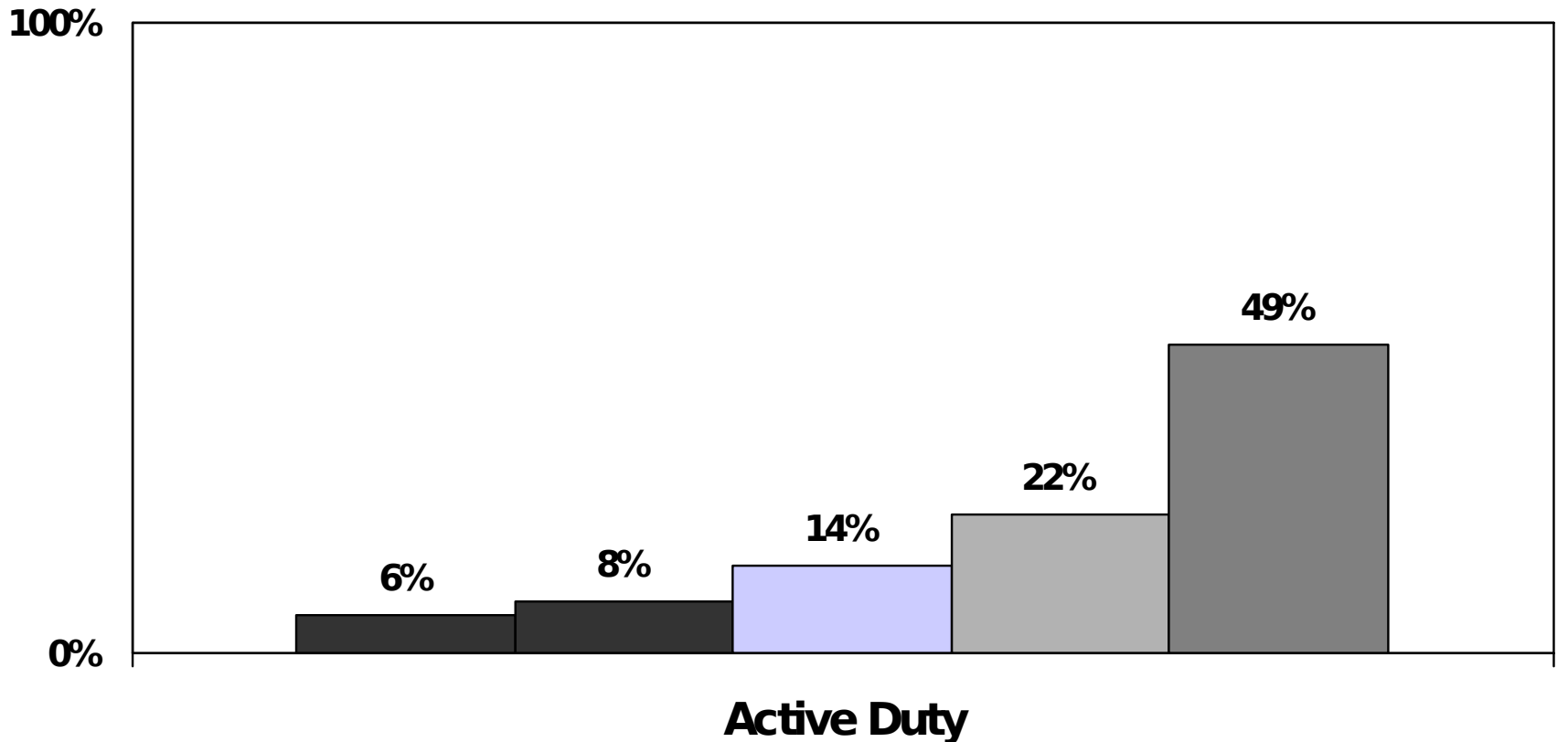
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	23%	1%	40%	64%
Digital photography	6%	14%	17%	37%
Trips/touring	9%	27%	0%	36%
Automotive detailing/washing	30%	1%	3%	35%
Automotive maintenance & repair	30%	1%	3%	34%
Gardening	12%	0%	20%	33%
Computer games	6%	0%	22%	28%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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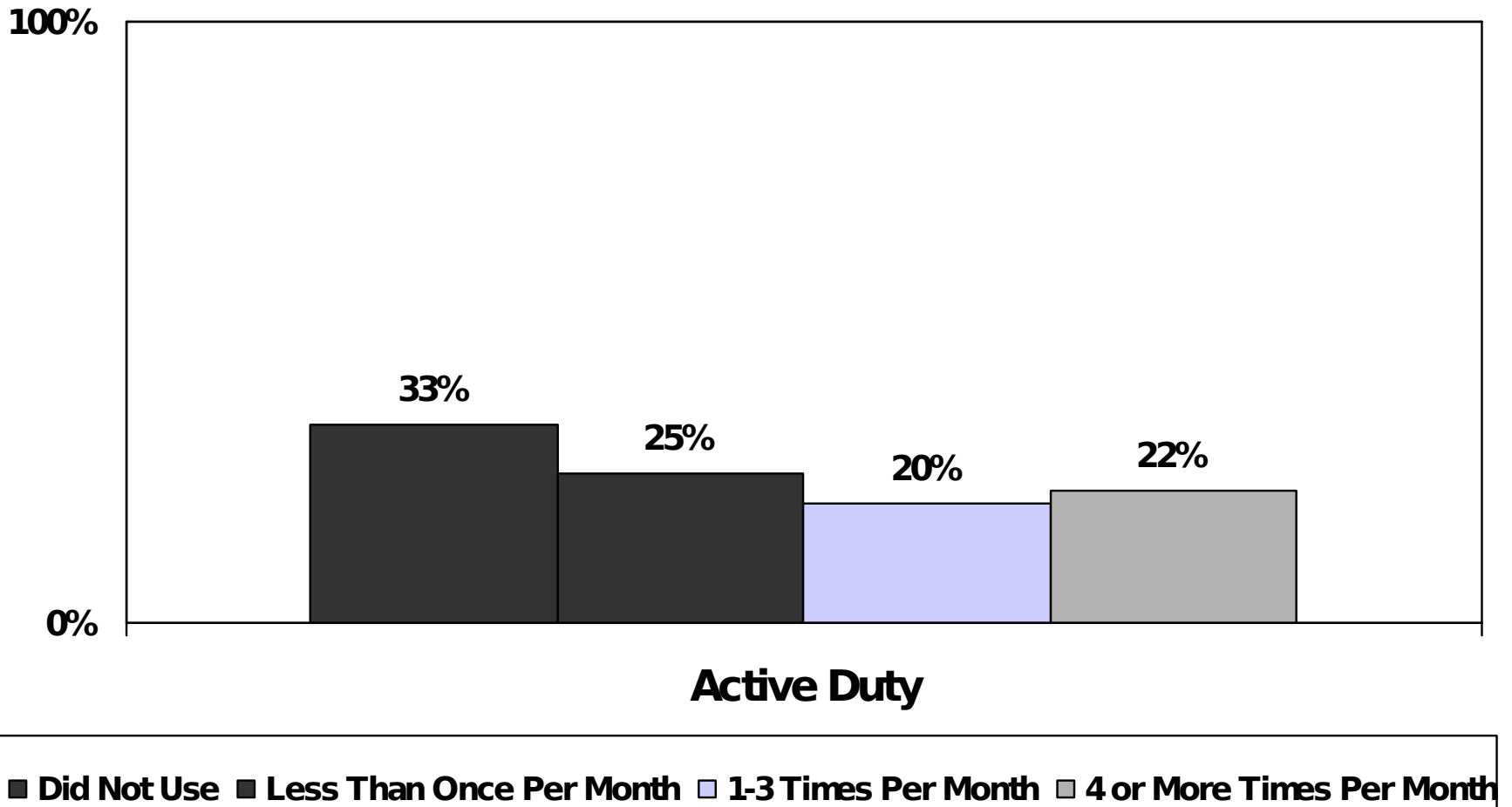


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

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INSTALLATION



CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	11%
Probably will not make military a career	4%
Undecided	18%
Probably will make military a career	19%
Definitely will make military a career	47%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)